

CONSERVATION EFFORTS OF BALI LOCAL WISDOM

BY THE WESTERN INFLUENCE

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Abstract

Some of the potential of Bali in which there is culture and local wisdom is very supportive in the development of tourism in Bali. Even become a potential strengthening tendency of tourism potential in the future. The rapid influence of globalization has not been able to undermine the strength of the Balinese in maintaining the existence of the culture. Even, the culture and local wisdom become one of cultural strategy choice to minimize the impact of globalization even become culture of domination of mass culture dominated by developed countries.

keyword : local wisdom, influence, maintain, culture, Bali

Abstrak

Beberapa potensi di Bali yang dimana budaya dan kearifan lokal sangat mendukung kemajuan pariwisata di Bali. Bahkan menjadi potensi tendensi kekuatan dalam potensi pariwisata di masa depan. Pengaruh besar dari globalisasi belum bisa melemahkan kekuatan dari pelestarian kebudayaan masyarakat Bali. Bahkan, budaya dan kearifan lokal menjadi satu dalam pilihan strategi budaya untuk meminimalisir dampak dari globalisasi bahkan menjadi dominasi budaya dalam budaya umum yang mendominasi negara berkembang.

kata kunci : kearifan lokal, dampak, pelestarian, budaya, Bali